

## CLAIMS

What is claimed is:

1. A method of providing a virtual environment, the method comprising:
  - enabling to detect an innovative aspect in an interaction of a user with the environment;
  - enabling to register information about the innovative aspect; and
  - enabling the user to benefit from the registering of the information.
2. The method of claim 1, wherein the enabling to benefit comprises providing the user with an advantage in the environment.
3. The method of claim 1, wherein the enabling to benefit comprises providing the user with a monetary award.
4. The method of claim 1, wherein the enabling to benefit comprises making the information and a name of the user available to other users.
5. The method of claim 1, comprising enabling the user to claim an exclusive right to the innovative aspect with respect to other users in the environment.
6. The method of claim 1, comprising making the registered information about the innovative aspect conditionally available to one or more other users in the environment.
7. The method of claim 1, wherein the environment is associated with an electronic game.
8. Software for use with a virtual environment to enable to detect an innovative aspect in user interaction with the environment.
9. A database for use with a virtual environment, the database being a repository for information about respective innovative aspects of interactions of respective users with the environment.
10. An interactive software application for enabling a user to interact with a virtual environment and including a software component to enable to detect an innovative aspect in user interaction with the environment.